LOGO AND BRAND ELEMENTS
BRAND GUIDELINES

December 2019
OUR BRAND PHILOSOPHY

CONNECTED WORLD. CONNECTED EXPERIENCES.

Our positioning represents the new connected world, offering innovative and customer-centric services and solutions integrating technology with business, thereby enabling Enterprises, Associates and Society to Rise™.

CONVERGENT EXPERIENCES
Intelligent symphony of technology platforms & solutions

DESIGN EXPERIENCES
Reinvent possibilities in real and virtual world!

DIGITAL EXPERIENCES
Will transform the way individuals and enterprises will live
The Tech Mahindra logo is a wordmark with two colours.
The logo’s wordmark is a fully customised font and is completely unique to us. It has mild serifs that give it a structured, classic, sophisticated feel. Their rounded edges soften the font and make it friendly and accessible.
This horizontal version of our logo is preferred for all applications.
LOGO VARIATIONS

Use only White / Light backgrounds

For dark backgrounds

* The black logo is purely used for merchandise and should never be used for any Print or Digital format.
LOGO USAGE

Pantone
PANTONE 186C
CO M100 Y 81 K 4
C0 M0 Y0 K70
RGB
R227 G24 B55
R109 G110 B113
Hexa Code
#e31837
#6d6e70

Minimum width
The logo minimum width is 110px or height 31px.

Maximum width
There is no maximum size defined for this logo.
LOGO VARIATIONS

Use only White / Light backgrounds

For dark backgrounds
LOGO USAGE

Logo Spacing
Print and Online

4mm

Minimum width
The logo minimum width is 110px or height 31px.

When logo used in minimum width, CWCE should be used separately. Either it can come in the ridge or in the layout.

Our brand positioning line
“Connected World. Connected Experiences.”
can also be used with our corporate logo for all digital and print purposes only.

Pantone

PANTONE 186C

Process coated

CMYK

C0 M100 Y81 K4

RGB

R227 G24 B55

Hexa Code

#e31837

From the logo to Right edge space

4mm

Maximum width
There is no maximum size defined for this logo.
LOGO USAGE

COLOR VARIANTS ON DIFFERENT BACKGROUNDS

The examples shown above are of incorrect logo usage
INCORRECT USAGE

INCORRECT USAGE

- **COLOUR SCHEME**
  Do not use other colours

- **DISPROPORTIONATELY SCALED**
  Tech Mahindra logo should never be stretched disproportionately.

- **LOGO IN SINGLE LINE**
  Tech Mahindra logo should never be presented in single line.

- **UNUSUAL ANGLE**
  Do not use the Tech Mahindra logo other than horizontally positioned on the page.

- **TINTS, SHADES AND TRANSPARENCY**
  Do not use tints, shades or transparency when reproducing the Tech Mahindra logo

- **LOGO IN SINGLE LINE and TEXT**
  Tech Mahindra logo should never be presented in single line.

The examples shown above are of incorrect logo usage
When the primary logo or secondary logo is used in partnership with logos from other organisations the Tech Mahindra isolation zone (m) should be used with a thin line separator in between the logos as shown above in the example.
EVENT’S LOGO VARIATIONS

PARTNER LOGO USAGE

The minimum size shows the smallest allowed usage of the logo. This is to prevent the logo or part of it from not being legible.

Tech Mahindra logo should always be used either in actual colour or in white. Ensure whenever the logo is used, it has to be visible clearly on all the backgrounds.

The minimum size is defined by the size of the “Tech Mahindra” (25 mm).
Mahindra has a distinctive graphic device called the Ridge. It is used as a unifier across all Mahindra businesses. It is a pathway to achieving one’s potential and aspirations. The Ridge appears on most touchpoints. It is a unique identifier for brand Mahindra.

*Never should use two ridges in single creative. Either use Top Left Ridge or Bottom Right Ridge.*
BRAND ELEMENTS


The brand line “Connected World. Connected Experiences.” can be used in the above formats, depending on the layout. Brand line can be used only once in the artwork. Option 1 and 2 should always be used inside the ridge element only. Option 3 and 4 can be placed in the layout at the bottom when only ridge element is used.
BRAND ELEMENTS USAGE

BOTTOM RIGHT RIDGE

Ridge: Structure + Proportions

Minimum size

Print size

Screen size

Connected World. Connected Experiences.
BRAND ELEMENTS USAGE

TOP LEFT RIDGE

Ridge: Structure + Proportions

Minimum size

Connected World. Connected Experiences.

Print size

Screen size

5 cm

437 pixels
BRAND ELEMENTS USAGE

BOTTOM RIGHT THICK RIDGE

Connected World.
Connected Experiences.

011 Graphic Device
To ensure the prominence and legibility of the corporate identity, space around the Ridge is required at all times. This invisible box should remain free from any other elements, such as imagery, typography and graphics devices. This is already built into the final artwork.

*Never should use two ridges in single creative. Either you use Top Left Ridge or Bottom Right Ridge.*
PERMUTATIONS

1. BOTTOM RIGHT RIDGE
   Used as default
   For e.g. on all stationery items, ads etc.

2. TOP LEFT RIDGE:
   Used sparingly
   For e.g. on signage, ads and PowerPoint™ etc.

3. BOTTOM RIGHT THICK RIDGE:
   Used in exceptional cases
   On collaterals where space is required for extra
   copy at the bottom; for e.g. print advertisements, standees,
   calendars etc.

*Never should use two ridges in single creative.
Either you use Top Left Ridge or Bottom Right Ridge.
WRONG USE OF RIDGE ELEMENT

011 Graphic Device

Misuse of the Ridge